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Factors Actors Affecting the Trends of Facial Cream Purchasing Behaviours of Working-Age Consumers in the Bangkok

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ABSTRACT: This research study is quantitative research. Objectives: 1) to study the trend of purchasing behavior of facial creams Classified by demographics which includes gender, age, education level, income, and occupation. 2) To forecast the marketing mix factors (4Ps) that affect facial cream purchases of working-age consumers in Bangkok. Samples were collected from 400 working-age consumers in Bangkok. The statistics used to analyse the data were frequency, mean, and standard deviation and multiple regression analysis.

The results of the study revealed that the trends in facial cream buying behavior of working-age consumers were related to the marketing mix (4Ps), consisting of product, price, and distribution channel. and marketing promotion All aspects are good. The results of the multiple regression analysis revealed that the marketing mix (4Ps) can jointly explain the trend of facial cream buying behavior of working-age consumers in Bangkok $R^2= 0.505$ or 50.5% with statistical significance at the 0.000 level.

KEYWORDS: Behavioral trend, purchase selection, facial cream, working-age

I. INTRODUCTION

In today's society where health care is on the rise. Most people are becoming more and more interested in exercising. Observed from the past 2 years, we have seen many fitness trends such as running, T25 fitness, and cycling including interest in eating clean food This method is just a part of taking care of yourself from the inside out. In terms of taking care of appearance, such appearance and skin care have received more and more attention. Especially the face is what people pay attention to and look at and pay attention to first. This caused the environment to begin to change. Growing climate pollution problems coupled with foreign influences on beauty The more it makes people focus. and follow the movement regularly. Especially Korean cosmetics and Japan that is becoming popular as a result, people turn to pay more attention to buying cosmetics as well.

As for Thailand, the cosmetic business is growing steadily. There are also a variety of products. Both in terms of skincare and health care, it can be seen that in the cosmetic business, even if the economy is in a sluggish period or unusual events occur. This business still has an increasing rate. The cosmetic business around the world has been growing steadily, averaging 10%-20% per year (Krungsri GURU SME: 2015). In the ASEAN market, it has a market share of up to 40%, resulting in the cosmetic business after the opening of the AEC market. Operators of each country must improve and develop their own products to be able to compete with competitors. and compete for the most market share.

For the cosmetic industry market, the skin care group in Thailand is worth 400,000 million baht and is 48% of the skin whitening products, which is No. 1 in market share. This is in line with the research of Nantarika Kruasa and Patchhathai Jarutaveephonnukul (2020) on purchasing behavior and marketing mix factors that affect the purchasing decision of customers in Bangkok found that the ideal skin of most Thai people is having a white skin color which Thai people use about 6-7 facial creams per day throughout the day to nourish the skin. and focusing on general skin care It does not focus on specific areas, so the manufacturer has to take into account the ingredients of the nourishing cream. to match the skin condition of consumers to achieve maximum results it corresponds to many types of facial skin types, including dry skin, oily skin, combination skin, and normal skin. these variables depend on genetics internal factors and external factors by choosing a skin cream for consumers will vary. which has many parts for consumers to consider Both parts of the cream There are many types such as cream, lotion, serum, gel, and essence, and each person's preference to use. the properties of the cream, there are many for example, to increase clarity for moisturized skin, add water to the skin for more sensitive skin. To reduce wrinkles, to slow down aging, etc., because good facial skin is a factor that creates a good personality and confidence, therefore there are many people who pay attention to facial skin care by using creams.

All of the above make the researcher interested in doing the subject factors affecting the tendency of buying behavior of facial cream among working consumers in Bangkok for the benefit of the marketing department of facial cream products companies the research results can be used for marketing planning to improve and develop to create a strategy strengthen distribution potential

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including planning and modifying the marketing plan. In terms of the product, price, distribution channel marketing promotion to be in line with the needs of consumers. This will make consumers satisfied with the product. And make consumers come back to buy the company's products again and again. It enables the company to earn more income and compete with competitors for a long time.

II. OBJECTIVES OF THE STUDY

1. To study the marketing mix factors (4Ps) that affect the trend of facial cream purchasing behavior of working-age consumers in Bangkok.
2. To forecast the marketing mix factors (4Ps) that affect the trend of facial cream purchasing behavior of working-age consumers in Bangkok.

III. THR IMPORTANCE OF DOING RESEARCH

For the marketing department of facial cream products, companies can apply the research results to be useful in marketing planning, improvement, and development to create strategies. Strengthen distribution potential including planning and modifying the marketing plan in terms of the product, price, distribution channel marketing promotion to be in line with the needs of consumers.

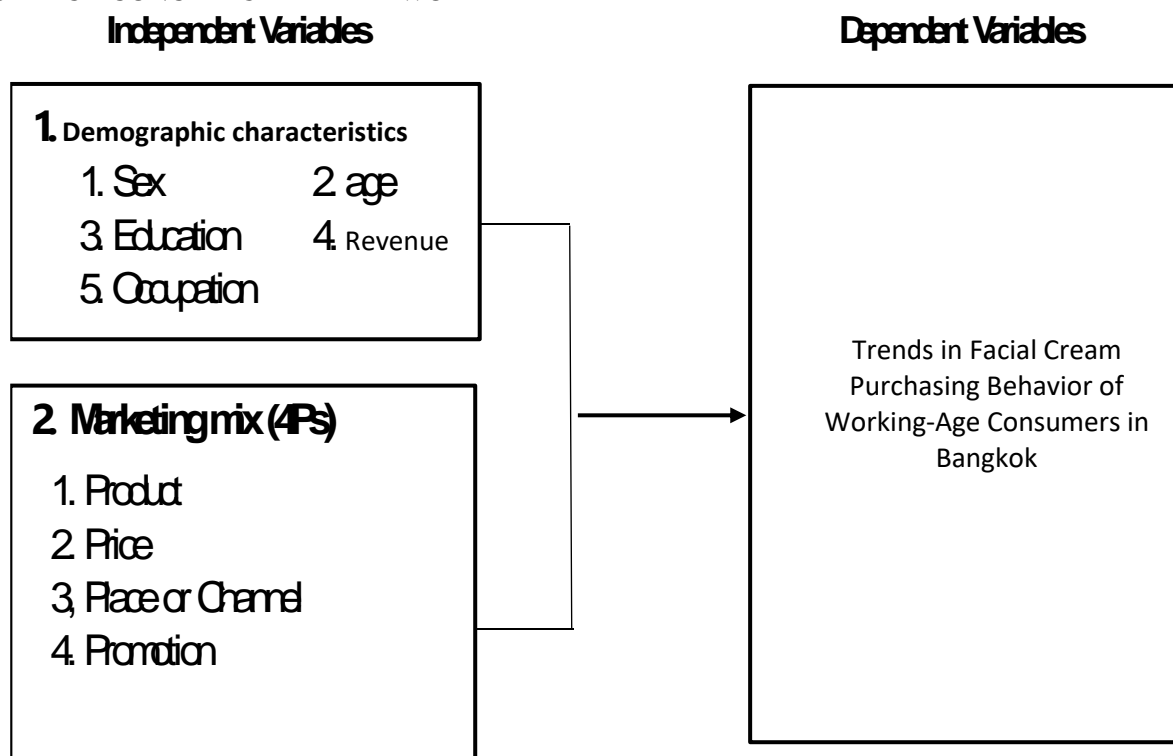## IV. RESEARCH CONCEPTUAL FRAMEWORK

Figure1; Conceptual Frame Work

V. RESEARCH HYPOTHESIS

Hypothesis 1: The marketing mix consists of product aspect, price aspect, distribution channel aspect, and marketing promotion affecting the behavioral trend in purchasing facial cream among working-age consumers in Bangkok.

VI. LITERATURE REVIEW

1. Concepts and factors related to the marketing mix

Marketing Mix is a marketing tool that businesses must use together. It is a controllable marketing factor. To create satisfaction and meet the needs of target customers or to encourage target customers to demand the product and their services (Pattamawan Inyim, 2019). That is to say, studying the decision-making process for facial skincare products of consumers living in Bangkok found that the marketing mix factors are product, price, place or channel, and promotion that affect the purchase decision process of facial skincare products of consumers living in Bangkok.

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2. Consumer Behavior Trends

Siriwan Serirat and others (1998; According to Kotler, Philip.1999), the definition of consumer behavior is that "consumer behavior" means the action of any person directly related to procurement. In exchange for the use of goods and services, this refers to the decision-making process and the actions of persons involved in the purchase and product use.

The Concept and Theory of Buying Decision Behavior (Monthira Chirawatanadamrong, 2019) states that the factors of channels and advertising. The sample focused on the distribution location must be comfortable. It is spacious and modern for shopping, etc., including the importance of various advertising media for buying sunscreen products again.

VII. RESEARCH METHODOLOGY

The population used in the research was consumers who had bought facial creams and lived in Bangkok.

The sample group used in the research is working-age consumers in Bangkok, both male and female, aged 22 years and over, as this group can be assessed as the main consumer who uses facial cream (Pornpanavat). L Boonrom; 2555: 34) and because the scope of this research cannot determine the exact population. Therefore, the formula for calculating the samples was used (Kalaya Wanichbancha, 2007: 28) at a confidence level of 95% and an acceptable error of 5%, the number of calculated samples was 385, and 15 were reserved for a total of 400 samples.

Research Instrument and Data Collection

Using a 5-point Likert scale, the scores were interpreted (Sri Sa-ard, B. 2010) as follows: 4.51-5.00 best, 3.51-4.50 good, 2.51-3.50 moderate, 1.51-2.50 bad, and 1.00-1.50 very bad. Conducted an internal audit (Index of Item - Objective Congruence or IOC) from 2 experts with an IOC between 0.60-1.00 and tried out (Try out) with 30 non-sample groups to find confidence. (Reliability) of the entire issue must not be less than 0.7 (Tweerat, p. 2007). The confidence value of the questionnaire was obtained. (Marketing mix = 0.765), (The Trends of Facial Cream Purchasing Behaviors = 0.634).

The questionnaire was separated into 2 parts as followed.

1.) Demographic Data; gender, age, education, revenue, and occupation.

2.) This questionnaire used 5 levels of the Likert scale. The level of score followed.

       1.00 – 1.50 Strongly disagree

       1.51 – 2.50 Disagree

       2.51 – 3.50 Neutral

       3.51 – 4.50 Agree

       4.51 – 5.00 Strongly agree

VIII. SAMPLING MEDTHOD

Step 1 Method of purposive sampling by selecting only shopping malls. that is a source of working-age consumers with a place near the train and the subway in Bangkok. From the survey of establishments in Thailand, 29.20 percent, only in the Bangkok area, it was found that Bang Rak had the highest job density. Followed by Khlong Toei District. And Huai Khwang District respectively (National Statistical Office: 2016).

Step 2 Quota Sampling, which will average the sample size of 400 people to get the proportion of each department store covering all 8 department stores. As defined above the average sample size is 50 persons per department store.

Step 3 Convenience Sapling by distributing questionnaires to working-age consumers aged 22 years and over who used to buy facial skin care products in each department store listed according to the number of sample sizes specified until complete.

IX. STATISTICS USED to ANALYSIS DATA

1. Basic Statistics

1.1 Descriptive statistics analysis

Descriptive statistical analysis using frequency distribution method, percentage, and mean to explain the basic characteristics of the data.

2. Statistics hypothesis testing

2.2 Multiple Regression Analysis (Choosri Wongrattana. 2017) the dependent variable (Y) and the independent variable (X) of the population can be seen that the independent variable group

$\alpha + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_k X_k$

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X. RESEARCH RESULTS
Part 1 The results of descriptive data analysis
Demographic data found that most of the respondents were female, 89.50 percent, aged between 27 - 31 years, 29.50 percent, followed by aged between 32 - 36 years, 29.25 percent, aged between 22 - 26 years, and 24.75 percent, respectively. came from 37 - 41 years old 8.50% and 42 years old and over 8.00% having a bachelor's degree 57.50%. Followed by 19.50 percent higher than a bachelor's degree and 23 percent lower than a bachelor's degree with income between 20,001-30,000 baht, 42.25 percent, followed by 30,001-40,000 baht, 22.50 percent, earning more than 40,001 baht, 21.75 percent, 10,001-20,000 baht, 12.00 percent, and 1.75 percent earning less than 10,000 baht. Employees of private companies are 71.50 percent, followed by civil servants / state enterprises at 14.50 percent, other occupations at 5.75 percent, self-employed / business owners at 5.50 percent, and self-employed at 2.75 percent respectively.

Table 1. Mean, standard deviation, marketing mix, and trend of facial cream buying behaviors.

Marketing Mix	Mean	Std.	level
Product	3.983	0.765	Agree
Price	4.206	0.693	Agree
Place or Channel	3.810	0.748	Agree
Promotion	3.903	0.854	Agree
The Trends of Facial Cream Purchasing Behaviors			
Buying the same brand of facial cream in the future	3.530	0.663	Agree
Recommending (telling) to friends, and acquaintances, to buy facial creams in the future	3.452	0.590	Agree
Within 1 month, how often do you want to buy the facial cream	3.465	0.628	Agree
After you have bought facial cream, will you come back and buy it again	3.614	0.658	Agree

From the table, the mean ($\bar{x}$) and the standard deviation (Std.) of the overall marketing mix (4P's) by side, it was found that the overall marketing mix (4P's) was at a good level ($\bar{x}$ =3.975, Std = 0.765). When considered as income, it was found that in terms of product, price, channel, and promotion, all aspects were at good levels.

Mean ($\bar{x}$) and standard deviation (Std.) trends in facial cream buying behavior of working-age consumers in Bangkok as a whole were at a good level (($\bar{x}$) = 3.515, Std = 0.634). When considering each side, it was found that the purchase of the same brand of facial cream in the future, the recommendation (telling about it), and the demand for facial cream purchases and repeat purchases All aspects are good.

Table 2. Test results of inferential statistical hypothesis by Multiple Linear Regression: Enter Method.

forecast variable	b	S.E.	B	t	p	Tolerance	VIF
Product	0.245	0.041	0.232	6.038	0.000	0.850	1.177
Price	0.204	0.035	0.238	5.779	0.000	0.742	1.347
Place or Channel	0.100	0.029	0.143	3.473	0.001	0.743	1.346
Promotion	0.272	0.034	0.349	7.993	0.000	0.658	1.521
(Constant)	0.456	.174	-	2.627	.009		

**'*P $< 0.01, 0.05$
R = 0.711, R2= 0.505, Adj R=0.500, F = 100.657 sig = 0.000

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From the table, it was found that the trend of facial cream buying behavior consisted of: In the future, will you buy the same brand of facial cream again or not, in the future, you will recommend (tell) friends / acquaintances to buy facial cream. Within 1 month, how often do you want to buy facial cream, after you buy facial cream, will you come back and buy it again? were able to jointly explain the variation in facial cream buying behavior trends, 50.5% statistically significant at the level of 0.05 after you buy facial cream, will you come back to buy it again or not? The regression correlation coefficient was 0.272, meaning that after you bought facial cream, would you come back to buy it again or not? Bangkok will increase by 0.272 units.

The independent variable had a tolerance between 0.658 - 0.850 and a VIF between 1.177 -1.521, both of which were in the criterion that had little relation. Therefore, no problem Multicollinearity with Tolerance must be greater than 0.01 and VIF must be less than 10 (Vanichbuncha, 2007).

XI. DISCUSSION OF THE RESULTS

From the study on factors affecting the behavioral trend in purchasing facial cream among working-age consumers in Bangkok. The important issues can be summarized for discussion as follows.

1. The marketing mix consists of 4 components or 4Ps, namely Product, Price, Place or Channel, and Promotion. The research results showed that the marketing mix was at a good level. Consistent with (Pattamawan Inyim, 2019). Marketing Mix is a marketing tool that businesses must use together. It is a marketing factor that can be controlled to create satisfaction and meet the needs of target customers. or to encourage target customers to demand the product and its services.

2. The trend of facial cream purchasing behavior of working-age consumers in Bangkok is consistent with Siriwan Serirat et al. According to Kotler, Philip.1999), the definition of consumer behavior is that (Consumer Behavior) means the action of any person directly related to procurement. In exchange for the use of goods and services, this refers to the decision-making process. and the actions of persons involved in the purchase. and product use.

XII. RECCOMMENTDATIONS DERIVED FROM RESEARCH STUDIES

There should be a study of integrated marketing communication tools (Integrated Marketing Communication IMC) in order to apply strategies to marketing plans.

XIII. SUGGESTIONS OF THE NEXT RESEARCH

1. There should be a study of major shopping malls outside the city. There are electric trains and subways such as Central Westgate. to understand consumer behavior.

2. Should specify the brand clearly in research studies, clear needs are known. Know the advantages and disadvantages of that brand.

3. Should study consumer satisfaction after using facial cream. Take the results to consider improving the product.

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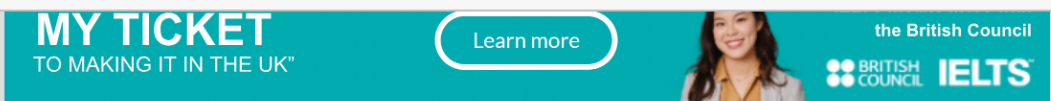
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